

UNIVERSITY MISSOURIAN

SIXTH YEAR

COLUMBIA, MISSOURI, WEDNESDAY, MAY 20, 1914

NUMBER 200

175 MILE SPEECH HEARD BY CROWD IN M. U. AUDITORIUM

W. R. Nelson of Kansas City
Star Made First Address
Last Night.

SAYS REPORTER IS THE ESSENTIAL MAN

News Writer's Work Makes
Paper Either Interesting
or Dull.

MRS. HART TALKS

Alaskan Woman Journalist
Tells of Experiences in
Far North.

Although the crowd in the University Auditorium at 8:20 o'clock last night was as large as the usual mass-meeting assemblage, the silence that filled the room was intense. A falling pin almost could have been heard to tinkle and the rustle of paper where the reporters prepared to take notes alone disturbed the quiet.

Doors and windows had been closed to keep all the noise outside. Then Dean Walter Williams, who had just finished his speech of introduction, turned aside and said: "Switch on Colonel Nelson."

An assistant at a telephone in an ante-room passed the word on and W. R. Nelson, editor and owner of the Kansas City Star, seated in his office in Kansas City, talked to the crowd in the auditorium on "The Reporter, the Newspaperman."

The speech, as Dean Williams had announced, was 175 miles long, but it lasted only a few minutes.

The first words that issued from the transmitter—arrangement that looked very much like an old-fashioned goose-neck auto-horn fastened to an upright board in front of the auditorium stage—were indistinct. Few in the audience caught the salutation. But gradually the pronunciation became clearer, the words rang out with greater sharpness and distinctness, and when the address closed with the words: "Make it your ambition to be great reporters. And everything else shall be added unto you—I thank you," applause broke out that testified to the crowd's appreciation of the talk.

This speech, which is said to be the first that Mr. Nelson ever made, was brought to Columbia by long distance telephone from Kansas City. The Bell Telephone Company and the Columbia Telephone Company cooperated in arranging connections. The words came by way of Jefferson City. Talks of sixty or seventy-five miles have been made before, but this is said to have been the first over 175 miles of wire.

Mr. Nelson's talk follows:

Mr. Nelson's Speech.
"There is just one point that I wish to emphasize tonight to the young men who are expecting to engage in newspaper work. That is that the reporter is the essential man on the newspaper. He is the big toad in the puddle."

"Young fellows looking forward to a newspaper career often have in mind an editorship of some sort. They want to guide and instruct public opinion. The trouble is that the public does not yearn to have its opinion guided and instructed. It wants to get the news and be entertained."

"Such instruction as we have to impart must be made a secondary matter. If we can sneak up behind a man when he isn't looking and instruct him, all well and good. But if he gets the idea that our main purpose is to edify him, he runs so fast that we never can catch him."

"This is merely to say that the reporter is the essential chap in a newspaper shop. We could get on pretty well without our various sorts of editors. But we should go to smash if we had no reporters. They are the fellows whose work determines whether the paper shall be dull or interesting; whether it shall attract readers or repel them."

"Consider who are making the real newspapers and magazines today. Not the grave and learned publicist who is giving advice on the state of the nation from the seclusion of some hole

MORE FAIR WEATHER COMING

Temperature Will Remain Constant, Says Forecast.

"Fair tonight and tomorrow; not much change in temperature," is the forecast of the United States Weather Bureau today. The temperatures:

7 a. m.	58	11 a. m.	73
8 a. m.	63	12 (noon)	76
9 a. m.	67	1 p. m.	78
10 a. m.	70	2 p. m.	80

In the wall; not the recluse with a bunch of academic theories. It is the reporter with the nose for news who is out covering the city hall run or the courts or the hotels or Vera Cruz or the transplanting of the lights and liver of a guinea pig to a goat by Doctor Carrel, or the canals on Mars. For I would include ideas as among the facts to be covered by the reporter. The latest scientific discovery, a new scheme of voting, Winston Churchill's "Inside of the Cup," constitute news that requires the highest sort of reporting.

News in Standard Oil.

"But only the fellow with the nose for news has any business around newspapers or magazines. In general their job is not to produce literature, but to do reporting. S. S. McClure I regard as perhaps the greatest magazine editor of our generation. He made a success of his magazine solely through his nose for news. He saw the news value in a history of the Standard Oil Company, in the corruption in American cities, in a hundred other things that the less gifted man overlooked. By being a great reporter he became a great journalist."

"James Gordon Bennett established the New York Herald, Dana the Sun, Pulitzer the World, Medill the Chicago Tribune, through the understanding of what constitutes news. The great newspaper workers like Richard Harding Davis, Sam Blythe, Miss Tarbell, Will Irwin, George Ade, Peter Dunne, all served their apprenticeship as reporters. And it is their ability still to see news values—to be reporters—that makes them eminent."

"Arthur Brisbane, who is possibly the most widely known editorial writer of the younger generation, is really not an editorial writer at all. He is an editorial reporter and the qualities that made him a great reporter have made him great in his present position."

"The essential, then, is the nose for news—the instinct to recognize the real story in an event or situation. This I presume is inborn. If a man hasn't it, let him forsake the newspaper field. He will never make a success of it."

Ability to Write Helps.

"If, in addition to the ability to recognize news, comes a knack of writing it, so much the better. The fortunate possessor of the combined abilities is on the way to fame. But the second may be missing without preventing a man from becoming a first-class reporter. The first is what counts."

"I sometimes think that Providence is especially charged to watch over reporters. There seems to be something in their work that brings out the best there is in them. In a long career in which I have dealt, I suppose, with hundreds of reporters, I have almost never known one to be false to his trust. Opportunities innumerable come to them to be dishonest—to color news, or suppress it. But it is the rarest thing in the world for them to be disloyal. We constantly trust young, little known fellows, with the gravest concerns, and our confidence, as I said, is almost never misplaced."

"A word as to preparation. The reporter ought to know something about everything. He ought to know enough about it so that he will know where to find material by which he can prepare

(Continued on Page Four.)

ENVOYS OPTIMISTIC, START CONFERENCE

A. B. C. Mediators Believe
Results Will Be Far-
Reaching.

CONFIDENT OF PEACE

South American Ministers are
Unofficially Watching
the Proceedings.

By United Press.
NIAGARA FALLS, Ontario, May 20.—The Huerta mediation envoys arrived today. They were met on the American side by representatives of the State Department and escorted here in motor cars. Twenty-two were in the party.

None of the delegates would discuss their mission. Meantime, at the Prospect House on the American side, the American delegates were preparing for the session scheduled for this afternoon. Special telephone wires in their rooms connect direct with the State Department in Washington, so they can keep in constant touch with the Administration. Lamar and Lehmann arrived at midnight. A joint conference may be held this afternoon to discuss the methods of procedure.

After today the mediators will meet separately with the Americans or Mexicans, except when one side or the other has some formal agreement to submit which the mediators believe may be accepted by one side or the other. All the mediators are optimistic and believe the conference will have a far-reaching effect. Ambassador Naon of Argentina is especially optimistic.

Dr. Cordoba, minister of Ecuador, is staying on the American side and unofficially watching the proceedings for his government. He expresses the belief that peace will be restored and that henceforth the nations of North and South America will be bound by ties of peace. The Honduras minister is expected today as another "observer."

From a source close to the mediators, it was learned today that the action of the State Department in declaring Tampico an open port will have no effect on the conference. It is understood that nothing short of the occupation of the port by the Americans will be considered aggressive.

Pressure from the holders of oil land concessions in Mexico is expected to play a part in the negotiations.

By United Press.
WASHINGTON, May 20.—That Villa will take Saltillo within two days is the expectation of the State Department. Consular representatives have been instructed to learn Silliman's fate as soon as Saltillo falls. If he has been slain, it is feared mediation will be seriously impeded.

By United Press.
WASHINGTON, May 20.—Private Parks was shot and his body burned by the Rebels, was the report brought to the Brazilian Minister in Mexico City by an eye witness.

Dinner Tickets at Door.

Tickets for the buffet supper to be given at 6 o'clock tomorrow night by the Commercial Club for the Journalism Week visitors may be purchased at the door just before the banquet, according to Sidney Stephens, chairman of the club committee. The supper will be given in the Virginia Tea Room. The visitors will be given tickets at Switzer Hall.

BECAME CARTOONIST BY MERE CHANCE

Herbert Johnson Drifted Into
Office and Was Given
a Job.

IS TO TALK TONIGHT

Saturday Evening Post Artist
Will Draw for the
Audience.

A cartoonist, Herbert Johnson, the man who draws part of the pictures one sees on the front cover of the Saturday Evening Post, will give an illustrated talk on "The Power of the Cartoon" in the University Auditorium at 8 o'clock tonight. Mr. Johnson will talk to, and draw for, his audience.

Mr. Johnson was born in a little prairie town in Nebraska. He began



Herbert Johnson of the Saturday Evening Post.

work as a clerk and stenographer. This he followed for a short time. "At seventeen," Mr. Johnson says, "I drifted into the office of the cartoonist of the Denver Republican, Mr. Wilmarth. He seemed to take it for granted that I was looking for a job, which I was not, at least not a job as an artist; it never occurred to me to do such a thing, but he asked me to show him some of my sketches, which I did."

Mr. Johnson was hired and began his career as a cartoonist. He rose rapidly. At 19 he was placed in charge of the art and engraving departments of the Kansas City Journal. Since then he has been a student at the University of Nebraska, shoveling snow in California to make ends meet and was for a while city editor of the Arizona Daily Citizen.

He landed in New York eleven years ago with \$50 in his pocket and began drawing for New York magazines. About a year ago he took the position of art editor and cartoonist of the Saturday Evening Post. He is a young man, 35 years old.

Following Mr. Johnson, Thomas Dreier, editor of Associated Advertising, Cambridge, Mass., will speak on "The Biggest Business." Charles Nagel, former Secretary of Commerce and Labor, will talk at Assembly tomorrow.

An automobile tour of Columbia will be made at 4:30 o'clock tomorrow afternoon, and at 6 o'clock a buffet supper will be given by the Columbia Commercial Club at the Virginia Tea Room in honor of all visitors.

These visitors arrived today: Victor Talley, St. Louis; F. E. Schofield, Edina, Mo.; Mrs. John H. Reppy and daughter Martha, Hillsboro, Mo.; E. H. Shepherd, Eldon, Mo.; Gustav E. Walter, Kansas City; J. P. Tucker, Parkville, Mo.; C. P.

TONIGHT.

8 p. m.—"The Power of the Cartoon," Herbert Johnson, The Saturday Evening Post.

"The Biggest Business," Thomas Dreier, editor, Associated Advertising, Cambridge, Mass.

TOMORROW.

9 a. m.—"Cost System in a Combination Newspaper and Job Office," H. S. Neal, Efficiency Engineer, Chicago.

10 a. m.—University Assembly. "The Newspaper and the Law," Charles Nagel, former Secretary of Commerce and Labor, St. Louis.

11 a. m.—"Costs and Bookkeeping Systems," Informal discussion by Cornelius Roach, Secretary of State, The Democrat Carthage; C. L. Hobart, Progress, Holden; J. E. Watkins, Constitution, Chillicothe. "Schools of Journalism," Will H. Mayes, Director, School of Journalism, University of Texas.

2 p. m.—Missouri Press Association. Address—Fred Naeter, President. Business Meeting.

4:30 p. m.—Automobile Tour of Columbia.

6 p. m.—Buffet Supper courtesy Columbia Commercial Club, at Virginia Tea Room. All visitors are invited as guests of the Club. Tickets may be had in the Dean's office, Switzer Hall.

Dorsey, Braymer, Mo.; Hal Mitchell, Nevada, Mo.

L. E. Holland, Kansas City; Harry N. Smith, El Dorado Springs, Mo.; Charles J. Henninger, Wellston, Mo.; A. Jablowsky, Wellston, Mo.; Roy M. Edmonds, St. Louis, Mo.; Hugh S. Moore, Monett, Mo.; Mr. and Mrs. A. C. Scroggs, Humansville, Mo.

Fred Naeter, Cape Girardeau, Mo.; Arthur Wilson, Battle Creek, Mich.; E. E. Swain, Kirksville, Mo.; D. L. Burnside, Popular Bluff, Mo.; J. F. Hull, Maryville, Mo.; Ray Hull, Maryville, Mo.; C. A. Kimball, Columbia, Mo.; George E. Marcellus, Chicago.

Howard W. Mills, Mound City, Mo.; J. W. Cox, Monroe City, Mo.; Emmett L. Arnold, Springfield, Mo.; Harry E. Rutliff, Springfield, Mo.; J. Ed Urie, Pryor, Okla.; J. L. McNabney, Southwest City, Mo.

H. E. Von Demfange, Kansas City; C. A. Cain, Topeka, Kan.; Mr. and Mrs. H. A. Fratcher, Kansas City; Charles H. Fratcher, Kansas City; Mrs. F. Scherrer, Kansas City; Mrs. E. J. Balsiger, Kansas City; George P. Marshall, Fulton, Mo.; Means Ray, Cassville, Mo.; Russell Monroe, Columbia; E. W. Stephens, Columbia; W. M. Williams, Boonville, Mo.

TO DEFEND NEW HAVEN

Directors Will Attempt to
Discredit Westchester
Story.

By United Press.

WASHINGTON, D. C., May 20.—Their action in paying thirty-five millions for only twenty-six miles of railroad will be the basis of the testimony of William Rockefeller and other officials and directors of the New Haven to the Interstate Commerce Commission if they are called tomorrow.

They will attempt to offset the criticism resulting from former President Mellen's testimony. An attempt will be made to show that the twenty-six miles of Westchester railroad were worth all that was paid for them.

In a conference before the hearing this morning Folk and Mellen went over the details of the purchase by the New Haven of the Rhode Island Trolley and Worcester-Rochester roads. Folk plans to show that former Senator Aldrich was interested in the latter stock, which, it is said, was obtained from the Mutual Life Insurance Co.

At the hearing Folk questioned Mellen regarding the \$300,000 notes given by W. E. Haskell to the New England Navigation Co., and later turned over to the Billard Co.

Folk endeavored to indicate a connection between the deal and the legislature bill authorizing the New Haven to hold the Boston and Maine. Mellen insisted that the loan was made a year before the bill passed.

Mellen admitted that he represented the Billard Co., in the reorganization of the Boston Herald, saying that it was not known that the company had a big interest in the newspaper.

Woman Speaker Is Author.

Mrs. Anna M. Doling of Springfield, who spoke on "Journalism in the Ozarks" yesterday, is not a newspaper woman, but an author. Her latest book is called "Brilla" and is laid in an Ozark setting.

EDITORS COOPERATE FOR FOREIGN ADS

Eighteen Missouri Papers Or-
ganize to Increase Their
Business.

30,000 CIRCULATION

Association Will Aid Both
Advertisers and News-
papers.

The first organization of Missouri newspapers in a business way was formed this morning in Switzer Hall.

Eighteen papers, all outside the larger cities, and having a combined circulation of more than 30,000, united in a permanent organization to be known as the Missouri Associated Afternoon Newspapers. They will employ representatives in St. Louis, Chicago, New York and Boston to solicit foreign advertising for the whole group of publications. They also guarantee each other's circulation and will take steps to raise the standards of advertising accepted.

The exchange of news among the members is part of the organization plan.

Although business men in almost all other lines have long ago learned the necessity of cooperation, the newspaper directors have been slow to fall into line. The present organization is expected to benefit both the newspapers themselves and the advertisers.

Advertisers who want to reach the smaller towns of the state will be able to avoid confusion by dealing directly with one representative instead of having to carry on correspondence with numerous papers of different circulations and different rates. This same feature will make it possible for the papers to get advertising that they could not reach individually.

Through the new plan the advertiser will also be able to be sure he is getting a "square deal." When the newspapers deal with advertisers individually any publisher who falsifies his circulation report is damaging his honest competitors. Under the plan adopted today the circulation of every paper will be guaranteed and the same price will be maintained to all advertisers. Any paper which does not comply with the demands of the contract to be signed by the members will be dropped from the organization.

These papers are members of the association: Cape Girardeau Republican, Carthage Press, Independence Examiner, Kirksville Express, Mexico Ledger, Macon Chronicle, Marshall Democrat-News, Maryville Tribune, Nevada Post, St. Charles Banner-News, Trenton Republican, University Missourian, Sedalia Democrat, Poplar Bluff Republican, Chillicothe Constitution, Jefferson City Democrat-Tribune, Monett Record, Carrollton Democrat.

Besides cooperating in a business way, the members of the association will also work together to better their news service. Stories of more than local interest or stories which are of unusual interest in some town other than the one in which they are discovered will be forwarded by telegraph.

The city editor of each paper in the association will keep a schedule showing the names of the member papers and their press times, as an aid in carrying on the news exchange. Queries will be sent on the various stories asking how much is wanted.

SERVICE AN EDITOR'S DUTY

Frank LeRoy Blanchard Tells How a
Newspaper Can Help.

Service to the community was the theme of a talk this morning on "The Editor and His Community" by Frank LeRoy Blanchard, of the Editor and Publisher of New York City.

Mr. Blanchard said that the newspaper was always an indication of the town's prosperity. Apart from his duties as a business worker the editor should have the moral welfare of the community at heart and work unceasingly to this end.

C. N. Marvin, of the Sentinel Post, Shenandoah, Iowa, spoke on "Getting News From Two Counties," C. G. Henninger, editor of the St. Louis County Herald, Wellston, Mo., spoke on "Journalism—25 Years Ago and Now," and Lewis Moore, editor of the Border Telephone, urged organization of Missouri editors. Mr. Moore is secretary of the Missouri Press Association.

SOME OF THOSE WHO ATTENDED YESTERDAY'S MEETINGS IN SWITZLER HALL.

